

La planificación y la gestión sostenible del turismo gastronómico en Santa Marta, Colombia

*Planning and sustainable management of gastronomic tourism in Santa
Marta, Colombia*

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Palabras

claves: turismo gastronómico, sostenibilidad, planeación turística, patrimonio culinario.

Resumen

A nivel mundial el turismo gastronómico ha adoptado diversas estrategias para el fomento de esta actividad, a través de rutas, mercados o festivales gastronómicos, permitiendo posicionar la oferta culinaria de muchas ciudades del mundo. La planificación juega un papel importante en la implementación de estrategias para el fortalecimiento del turismo gastronómico en un destino como Santa Marta, en el cual convergen las influencias y expresiones de culturas como la española, indígena, africana y árabe. Así mismo, la sostenibilidad y el cumplimiento de los ODS puede aportar al turismo gastronómico dada su contribución a la conservación de la biodiversidad, los recursos naturales y el consumo responsable de los productos agrícolas. Como objetivo, esta investigación pretende indicar las principales estrategias con las cuales la gobernanza local pueda planificar y promocionar el destino, haciendo visible el potencial de la ciudad hacia el turismo gastronómico. Como metodología mixta, de un lado se consultaron fuentes primarias de la base de datos Scopus, y de otro lado se efectuó entrevista semiestructurada de respuesta abierta a un grupo focal de expertos en turismo de la ciudad, del sector público, académico y privado a fin de evaluar el estado actual del turismo gastronómico de la ciudad, con sus fortalezas y debilidades, confrontando con los resultados teóricos encontrados. Los resultados permiten afirmar que, gracias a su variedad gastronómica, técnicas de preparación, diversidad cultural y su singular patrimonio culinario ancestral, Santa Marta es potencialmente atractiva para desarrollar turismo gastronómico capaz de atraer turistas cuya motivación principal o secundaria sea conocer su cocina tradicional. En conclusión, el desarrollo del turismo está directamente relacionado con las ventajas competitivas del territorio, las cuales, si se aprovechan adecuadamente, pueden conducir a su diversificación a través de los recursos tangibles e intangibles o el patrimonio cultural unido a un plan de desarrollo sostenible adecuado. Área de estudio: Turismo. Área de estudio específica: Turismo gastronómico. Tipo de estudio: Artículo original

Keywords:

gastronomic tourism, sustainability, tourism

Abstract

At a global level, gastronomic tourism has adopted various strategies to promote this activity, through routes, markets or gastronomic festivals, allowing the culinary offering of many cities around the world to be positioned. Planning plays an important role in the

planning,
culinary
heritage.

implementation of strategies to strengthen gastronomic tourism in a destination such as Santa Marta, where the influences and expressions of cultures such as Spanish, indigenous, African and Arab converge. Likewise, sustainability and compliance with the SDGs can contribute to gastronomic tourism given its contribution to the conservation of biodiversity, natural resources and the responsible consumption of agricultural products. As an objective, this research aims to indicate the main strategies with which local governance can plan and promote the destination, making visible the city's potential for gastronomic tourism. As a mixed methodology, primary sources from the Scopus database were consulted, and a semi-structured interview with open responses was conducted with a focus group of tourism experts from the city, from the public, academic and private sectors, in order to evaluate the current state of gastronomic tourism in the city, with its strengths and weaknesses, comparing it with the theoretical results found. The results allow us to affirm that, thanks to its gastronomic variety, preparation techniques, cultural diversity and its unique ancestral culinary heritage, Santa Marta is potentially attractive for developing gastronomic tourism capable of attracting tourists whose main or secondary motivation is to get to know its traditional cuisine. In conclusion, the development of tourism is directly related to the competitive advantages of the territory, which, if properly exploited, can lead to its diversification through tangible and intangible resources or cultural heritage combined with an appropriate sustainable development plan.

Introduction.

Tourism planning is essential as it allows for identifying and strengthening the competitive and comparative strategies that a destination has.(World Tourism Organization, 2008):

The competitiveness of a tourist destination is the destination's ability to use its natural, cultural, human, anthropic and financial resources efficiently to develop and offer quality, innovative, ethical and attractive tourist products and services, with a view to contributing to sustainable growth within its overall project and its strategic objectives, increasing the added value of the tourism sector, improving

and diversifying its commercial components and optimising its attractiveness and the benefits it brings to visitors and the local community from a sustainability perspective.

Which is reflected in the management of the tourism development plans of each country and the Sustainable Development Goals (SDG) are an essential part of the tourism system according to the (Economic Commission for Latin America and the Caribbean (ECLAC), 2023):

The SDGs are also a planning and monitoring tool for countries, both at national and local levels. Thanks to their long-term vision, they will support each country on its path towards sustainable, inclusive development in harmony with the environment, through public policies and planning, budgeting, monitoring and evaluation instruments.

On the other hand, circular gastronomy is based on the fact of reducing waste and thus making greater use of raw materials, managing to reduce costs, and contributing to sustainability, which is why according to (Aranceta-Bartrina and Cols) as cited in (Ascorbe Landa, 2018)

They consider sustainable food as complementary to healthy food when they refer to it as sustainability in the processes of obtaining, distributing, transporting and preparing food; points of great importance in maintaining the ecosystem and the health of the planet. (p.46)

Problem statement.

Tourism promotions in the city are oriented towards nature tourism, which can be seen reflected in the City brand which is called "Santa Marta Naturally Magical" implemented since 2018. More than 30% of the tourist attractions indicated by the (Magdalena Tourism Information System, 2019) They are focused on enjoying the sun and beach and none is focused on gastronomic tourism, so it is concluded that there is still no clear appropriation and sense of belonging towards that variable of the city's culinary cultural heritage. Likewise, in the challenges of the Environmental Sustainability dimension contained in the Santa Marta 2020 - 2023 development plan, four aspects are mentioned: air care, recycling culture, energy saving and environmental care, but a strategy is not established that facilitates the city to link sustainability with gastronomic tourism. This plan is focused on the promotion and development of ecotourism, ethnotourism and in particular sun and beach tourism. Despite the essential characteristics of Santa Marta as a Tourist, Cultural and Historical District of Colombia, there is no formally established strategy for the promotion of sustainable gastronomic tourism.

General objective

- To learn about the strategies and plans that have allowed other tourist destinations in the world to promote gastronomic tourism in a sustainable way, so that local governments can analyze them and propose applying them in the city of Santa Marta through adequate planning of the destination.

Specific objectives

- Analyze the sustainable practices identified in the destination that contribute to the promotion and positioning of gastronomic tourism in the city, contributing to its economy, social well-being and environmental balance.
- Identify the importance of strategic planning in the design of a sustainable gastronomic tourism product with local and regional development where the public and private sectors contribute to its development and promotion.
- To assess and summarize the recommendations that tourism experts expressed in interviews related to the potential of gastronomic tourism in Santa Marta.

Methodology.

A methodology was chosen mixed, consulting on the one hand primary sources from the Scopus database, and on the other hand a semi-structured interview with open responses was carried out with a focus group of experts in tourism from the city, from the public, academic and private sectors, Through which information was obtained that allowed us to evaluate the current state of gastronomic tourism in Santa Marta, which also allows us to have a diagnosis of its weaknesses and strengths, comparing them with the theoretical results found.

Background.

The work of sustainable management in the territories not only depends on the public sector but also requires the participation of the private sector according to (Inostroza, 2008) as cited in (Roldan Carvajal, 2012) These processes should not be led exclusively by the government, but can perfectly be led by the private sector, community organizations or NGOs that have an active presence in the territory.

A study that relates the analysis of strategies to promote gastronomic tourism was carried out in Türkiye by (Sormaz, 2017) who states: “Currently within gastronomic tourism, activities such as gastronomic tours, gastronomy, cooking museums, gastronomic festivals, tourism, gastronomic fairs, gastronomic entertainment, cooking courses, conferences, books and brochures are gaining importance as ways of presenting the richness of culture.” According to the (World Tourism Organization, 2017) Gastronomic

tourism has great potential to improve destination management, promote cultures and contribute to other sectors, such as agriculture and food manufacturing.

The promotion and conservation of tourism at a regional and national level is essential for an economy as it is directly related to the sustainable development of a nation. In economic matters, its impact is evident, according to the (Ministry of Commerce, Industry and Tourism, 2023).

The added value of accommodation and food services in 2022 was: 40.353 billion pesos, which represented an increase of 16.4% compared to 2021, highlighting that the added value of accommodation and food services is the eleventh activity that contributes the most to the national added value.

According to (Gomez-Casero, Medina-Viruel, Jemenez Beltran, & Choque Tito, 2020) Gastronomy is becoming one of the main axes of tourist attraction and consolidation of a destination, leading to the growing appearance of a type of tourist whose motivation to travel to a specific place is born from its gastronomic tradition.

As for Santa Marta, tourism contributes 10.6% to job creation and the accommodation and food services sector is in second place as the sector that generates the greatest number of companies (large and SMEs) with 24.75% represented in 1,880 companies out of a total of 7,595, according to the (Santa Marta District Mayor's Office, 2020) The Santa Marta District Development Plan promotes rural agriculture and therefore the use of agricultural potential since “the district only uses 47% of the agricultural potential.”

Theoretical framework.

Gastronomic tourism can be a factor of economic development in many sectors of the country, as stated by (Fandos Herrera & Flavián Blanco, 2014):

When trying to quantify the economic importance of gastronomy in the context of tourism activity, it should be noted that spending on food, meals and drinks is the third most important expenditure item for the average tourist. In addition to all this, it is essential to highlight that the tourist who places the greatest importance on gastronomy spends substantially more than the average tourist (p.15).

Ratifying the importance of planning in tourism activities (Fernandez-Sanchez, Rodriguez Cotilla, Pozo Rodriguez, & Espinosa Manfugas, 2016) They recommend first of all: “establishing the basic planning statements for the restaurants, followed by establishing a training, education and coaching program and finally establishing profitable offers of typical food in correspondence with seasonality and demand.”

According to (Varela Mendez, 2022) Tourist routes are tools, effective tourist products linked to the presence of tangible and intangible attractions that a locality has, incorporating the social, cultural and economic dimensions in its supply and demand of goods and services, generating economic and social improvements to a territorial space, local or place where it is developed. In addition, as stated by (Martinez Gomez, 2020).

The development of sustainable tourism must provide grassroots communities with elements of reflection and criticism that allow them to find solutions to problems and needs by making their strengths visible in relation to their arts, crafts and resources. This requires strategies for change that allow the empowerment of local communities and planning by territorial entities.

Conceptual framework

The (World Tourism Organization, n.d.) focuses sustainable development on “tourism that takes full account of current and future economic, social and environmental impacts to meet the needs of visitors, the industry, the environment and host communities.”

Also (MINCIT - Ministry of Commerce, Industry and Tourism, 2017) defines the concept of tourism planning as that which establishes the direction of tourism processes in a territory. It allows prioritizing what the community wants, reviewing potentials, developing projects to generally address the development of this activity.

Culinary tourism can be defined according to (Lopez & Margarida, 2011) as a type of tourism in which regional products (including drinks) are purchased or consumed and/or food production is observed (from agriculture to cooking schools).

For (Guerrero Gonzalez & Ramos Mendoza, 2015) The definition of the term Tourist Attractions "is the set of elements that can be transformed into a tourist product, which may have the capacity to influence the visitor's decision, motivating the visit or tourist flow towards a tourist destination."

Finally, (Guerrero Gonzalez & Ramos Mendoza, 2015) They define a tourist destination as a place where the infrastructure and tourist structure are concentrated, which satisfies the needs of the visitors who come to these places. A tourist destination, according to the visitor, includes a country, or a region, or a city or a particular place.

Legal framework

Law 2068 of 2020 seeks to promote the sustainability, conservation, protection and use of tourist destinations and attractions, as well as to strengthen the formalization and competitiveness of the sector and promote the recovery of the tourism industry. The Ministry of Commerce, Industry and Tourism approves the public policy “Sustainable Tourism: Together for Nature” recognizing the enormous potential of our diverse country

and taking advantage of its attractions in all dimensions (social, economic and environmental) in a sustainable manner.

Law 2144 of August 10, 2021 establishes regulations aimed at safeguarding, promoting and recognizing Colombian gastronomy and the potential of gastronomic tourism.

Planning gastronomic tourism

The (World Tourism Organization and Basque Culinary Center, 2019) They state:

The competitiveness of a tourist destination is built on the strategic planning and management of its comparative and competitive advantages and is based on the creation of differentiated, quality products that generate experiences and added value for tourists. (Carr, A.; Ruhanen, L.; Whitford, M.; 2016) as cited in (Trišić, Nechita, Milojkovi, & Štetić, 2023) They mention: A tourist offer must include local products, crafts, folklore, local community gastronomy, events, cultural centers, educational programs on the importance of nature protection, etc.

Sustainable planning of food festivals.

The authors (Csapody, Ásványi, & Jászberényi, 2021) They argue that support for local producers, respect and responsibility for the environment and cooperation with partners committed to sustainable operation are essential to the festival, (p.161) when referring to the wine festival.

For (Lau & Li, 2019) Food festivals in urban places are perpetual productions of social relations that have commonly been seen as a tool to enhance the tourist attractiveness of a place. The gastronomic experience brings tourists closer to the local community.

Ecuador is betting on gastronomic tourism as a way for tourists to get to know the local culture, (Lopez-Guzman, Uribe Lotero, Munoz Fernandez, & Rios Rivera, 2016) strengthening tourism products focused on gastronomy, including gastronomic festivals.

Sustainable tourist gastronomic routes

A strategy to promote gastronomic tourism is the routes established based on the representative products of the area and its positioning as in Córdoba Spain (Millán Vasquez de la Torre, Morales-Fernandez, & Perez Naranjo, 2012).

In the province of Córdoba, gastronomic routes have been created around typical products from the rural area where these routes take place. The main products that have given rise to the routes are: wine, olive oil, and Iberian ham.

In this sense, the creation of a gastronomic route consists of defining one or more itineraries in the selected geographic area, perfectly signposted, and where the different places where the traveler can appreciate the gastronomy of the place are indicated, also providing information on historical places or other places of interest (Hall et al., 2000), as cited in (Lopez & Margarida, 2011).

For (Martin Corridor, 2019) the awareness and importance of a cultural identity, gastronomic fairs, the implementation of a country brand, gastronomic routes, branding, experiential marketing, tourism and gastronomic marketing, among many strategies that they have implemented, have allowed them to achieve very important goals for them, such as the growth of tourism within the districts.

Tourist markets or gastronomic venues

Traditions and gastronomy can transmit sensory experiences through the stimulation of the senses (sight, sound, smell, touch, taste), he says. (Garcia Henche, 2016) for whom food markets are positioned as spaces offering leisure experiences, expanding their traditional functions as food distributors, as in the case of Madrid. Food markets are exceptional spaces full of history and culture of a territory with emblematic buildings, with locations that are, in themselves, a heritage, architectural or historical resource.

According to (INPROTU) as cited in (Falcon, 2014) Markets maintain a constant value over time. They are part of the itinerary of urban tourists, who visit them motivated by their architecture, the variety of foods sold there and they are seen as a cultural element of interest within the city.

Gastronomic cultural heritage

Likewise the Guidelines for the Development of Gastronomic Tourism according to (World Tourism Organization and Basque Culinary Center, 2019) They put forward recommendations with the aim of promoting the recognition of local gastronomy, its cultural heritage and culinary identity, and the consumption of local products.

To draw up an inventory of tangible and intangible food heritage (utensils, customs, recipes, products, etc.) as a basis for creating or updating the gastronomic offer; to promote projects for the recovery, maintenance and enhancement of gastronomic heritage, for example, the recovery of native breeds and varieties of livestock, traditional recipes, paths or viewpoints of agricultural landscapes, etc.; to develop awareness programmes on gastronomic culture and local products, to promote the transmission of gastronomic culture to future generations to avoid the loss of authenticity and values; to encourage the local population to be proud of their gastronomy and to feel part of it.

Gastronomy is an indispensable element in the differentiation of the territory and serves as a connector of social fabric when the unique and traditional aspects of the territory are reflected and exposed through its gastronomy. In the study carried out by (Hernandez Rojas, 2018) in Cordoba, Spain, states the following:

More than 50% of restaurants offer traditional dishes, which are considered a source of attraction for gastronomic tourists. However, despite the limited training they admit, they almost always have traditional recipes on their restaurant menus (82.86%) and have a section where they clearly indicate that they are traditional dishes from Córdoba (71.43%).

Local governance strategies

(Eagles, 2009) as mentioned in (Bichler, 2021) He states that “governance involves the state, but transcends the state because it involves corporations, non-governmental organizations and individuals.”

The (World Tourism Organization and Basque Culinary Center, 2019) mentions:

Governance in the tourism sector is a measurable practice of government whose objective is to effectively manage the tourism sector at the different levels of government, through efficient, transparent and responsible forms of coordination, collaboration and/or cooperation, to achieve objectives of collective interest.

(Ocvirk, 2016), as cited in (Martin Corridor, 2019), promoting gastronomic tourism in a destination requires joint work but specifically in giving recognition and support to the works that seek or emphasize this topic, both from the public and private sectors.

The (World Tourism Organization and Basque Culinary Center, 2019) mentions:

From a more operational point of view, governance involves establishing channels that allow joint work between all the agents involved in the destination's value chain. All these agents become fundamental to structuring and generating a range of quality, unique and attractive gastronomic tourism products and experiences that can attract travellers who wish to discover the gastronomic culture of the territory they visit. The development of sustainable gastronomic tourism in any destination therefore involves the great challenge of joint work between the different public and private agents, both among themselves and with other sectors.

Spain is one of the countries that has given recognition to gastronomic tourism and this through strategies focused on giving value to the products (fruits, drinks and agricultural products) that is to say to the raw material; in addition to the geographical area and the processes implemented; this through recognition of designation of origin and geographical indication. In this regard (Hernandez Rojas, 2018) states:

The increase in demand for differentiated products, both in terms of raw materials and dishes, which implicitly include differentiated raw materials, has led to the development of specific brands or insignia for raw materials, specifically Protected Designations of Origin (PDO) and Protected Geographical Indications (PGI). In Spain, in 2017, there were a total of 183 Protected Designations of Origin and Protected Geographical Indications for agri-food products, 19 Protected Geographical Indications and 137 Designations of Origin and geographical indications for the Wine family.

Obtaining demonization of origin is a relevant issue as a strategy to promote gastronomic tourism in cities and countries; for which having this recognition according to: (Mancera (sf) as cited in(Castro Lozano & Lleras Lozano, 2021)“It becomes an identity rooted in a territory that has particular natural and human factors, which are reflected in the characteristics, qualities and reputation of agricultural products.”

Currently, Colombia has a variety of products that have the seal of Denomination of Origin, which distinguishes the quality and origin of food, crafts and typical manufactures, among these products are rice from the Ibagué plateau, Achira cake from Huila, Veleño snack, Colombian coffee: Cauca coffee, Nariño coffee, Huila coffee, Santander coffee, Tolima coffee, Sierra Nevada coffee, cholupa from Huila, Caquetá cheese, Paipa cheese and black crab from the islands of San Andrés and Providencia.(Colombia.co, n.d.).

Therefore, in a research carried out in Colombia that includes tourism regulations as a basis for promoting productivity, the authors(Nieto Romero, Alvarado Camacho, Hernandez Santisteban, & Oyuela Vargas, 2020)They state:

Promoting an improvement in the offer of tourism products, such as ecotourism, bird watching, business, culture, gastronomy, health, crafts, sports, among others, and promoting quality products, generates a direct increase in the GDP that benefits the country's economy.

(Prieto Delgadillo & Triana Valiente, 2019)Based on information from the Meta Tourism Institute, they propose various strategies:

Promote research into ingredients and formulas from the culture of the plains that have disappeared from the traditional diet, generate incentives for the inclusion of a special menu with non-conventional traditional dishes in the gastronomic offering, implement gastronomic routes with promotion and signage, and research and develop a promotion and marketing plan.

For its part(Rozo Bellón, 2020)He states: tourism infrastructure can have a mixed function, it can serve to support destinations directly or it can be that which helps to

generate conditions that facilitate the arrival of visitors, but not necessarily invested directly in tourism.

In (Diners Magazine, 2020), as cited in(Castro Lozano & Lleras Lozano, 2021)There are establishments dedicated to preparing and preserving traditional recipes of the capital's cuisine in Bogotá.

Results

As a result of this research and the analysis of the responses to the interviews with eight experts linked to the private and public sectors, the following findings were found: four of them stated that they were aware of some public policy that had been managed by the academy in relation to gastronomic tourism and this was due to the limited dissemination of the projects or proposals developed in the private and public sectors. Eight experts agree that it is necessary to promote agreements or conventions between the public and private sectors so that they can converge on policies that favor the development of gastronomic tourism in the city. On the other hand, everyone considers that the ancestral local gastronomy of Santa Marta is unique and has its own traditions and characteristics to become an attraction to the point of being offered to other cities and countries in the world, however, when mentioning some strategies related to gastronomic tourism and its degree of development in the city, the responses were as follows: 31.25% of the times they claimed to be unaware of strategies, 26.56% claimed that said strategy is not being implemented and 15.63% claim to be aware of the implementation of said strategies in the city of Santa Marta.

Table 1

Tabulation of responses from tourism experts on different strategies to promote gastronomic tourism.

Answer	I don't know	No	Yeah	Yes, but it requires improvements	YES, but basic	Yes, but not very visible	Yes, but very incipient	Totals
Strategy								
Food tours	2	5	0	0	0	0	1	8
Local cooking classes	2	0	1	0	2	2	1	8
Museums or theme parks about regional products	2	3	2	0	0	0	1	8

Food festivals	1	1	3	0	0	3		8
Gastronomy congresses	4	3	1	0	0	0	0	8
Publishing books, recipes	4		1	0	0	3		8
Public markets for fruits, vegetables, fish and seafood	3	2	2	1		0	0	8
Gastronomic routes through the region	2	3		0	3	0	0	8
Totals	20	17	10	1	5	8	3	64
Percentage %	31.25%	26.56%	15.63%	1.56%	7.81%	12.50%	4.69%	100.00%

Source: Own elaboration based on interviews.

On the other hand, everyone agrees that gastronomic tourism would diversify the city's tourist offer and that the sector that would benefit the most would be the agricultural sector. Finally, cayeye, typical sweets and fish are considered the most representative dishes of the city.

Featured Answers.

Methodologically, the experts are related and listed according to who the answers correspond to.

¹Carlos Mendoza (Expert at the Externado University of Colombia)

²Colombia Jaramillo (Academic Peer of the Ministry of Education)

³Juan Carlos Franco (Chef, Member of the Academy of Gastronomy, Director of the LaSalleCollege School of Gastronomy)

⁴David Vincent (UNWTO Advisor, International Speaker)

⁵Jair Mendoza (Expert of the Government, Researcher).

⁶Paola Narváez (Executive Director of ACODRÉS).

⁷Greicy neck (INDETUR spokesperson).

Do you know what public policies have been managed by the academy, which seek to promote gastronomic tourism in the city?

²Design of the academic program “Creation of sustainable gastronomic tourist routes” 5 Sectorial plan for tourism and routes proposed in the Development Plan at the departmental level. The Development Plan includes a gastronomic route.⁶ The

construction of the gastronomy laboratory at the University of Magdalena..⁴ As far as I know, no. The tourism line has done things regarding promotion and even coordination, but not legislation or planning of gastronomy.
From your perspective and public management, do you know of any strategies that would allow for the promotion of gastronomic tourism in the city?

⁷Traditional cooking festival at Fiestas del Mar, with Acodrés and the Mayor's Office. The Fish and Seafood Square with popular food preparations with ingredients that are available on the public market.

What is required for both the private and public sectors to converge on a common policy to promote gastronomic tourism in the city?

¹ Consensus between the public and private sectors, ² Consensus between the public sector and private initiatives with public resources, ³ People interested in a common policy are needed to improve regional conditions for gastronomy and gastronomic tourism, ⁴ It is necessary to identify the gaps for developing gastronomic tourism in the city in which both sectors agree.

In your opinion, does the city of Santa Marta have enough culinary and cultural heritage to offer gastronomic tourism to travelers from other cities in the country and the world?

²There is a lot of traditional gastronomic culture to rescue and highlight so that traditions are not lost.⁶Travelers will find a varied gastronomic offer in Santa Marta. And we are also full of traditions that are preserved by midwives and grandmothers.
³In all cities of the world it is possible to offer gastronomic tourism, since in all of them there is food, but the case of Santa Marta is a special city because its location within the department of Magdalena, offers all the thermal floors, savannahs, the mountains, the sea.⁴Yes, it does, but it is not identified as something iconic. There are recipes of an indigenous, Creole nature that can be very representative and that must be recovered and developed.

Do you consider that the local ancestral gastronomy is unique, traditional, with its own characteristics that, due to its attractiveness, can be recognized as culinary and cultural heritage of the city? Please justify your answer.

¹Yes, and it is important to give recognition of origin to local food (proposes the banana step). ⁷ Yes, they doPart of the culinary and cultural heritage of the city are the buns, mangos and other fruits, preparations with local fish that are being considered by the Ministry of Culture and the Ministry of Industry, Commerce and Tourism. ⁶ Yes, gastronomy, being like science, allows us to know the cultural dynamics of a people through gastronomy, speaking of its history, being a very valuable cultural manifestation

that represents the traditions of a region. 3 Undoubtedly, because there are not only a number of traditional dishes and cooking processes, but also influences from other cultures such as Spanish, African, indigenous, Italian, European and others were combined. 4 Totally, it is a very concrete project that should be done with the central knowledge center in addition to UNESCO.

Of the traditional, ancestral, local dishes, which do you think most originally represent the city's gastronomy?

²Fried foods, buns, Creole sweets, fish, seafood, cayeye. 7 The different preparations with fish, fried foods. 6 The mote de guineo (cayeye), seafood, meats, local fish such as bonito and typical sweets based on corozo and other local fruits. 3 The cayeye, which is commonly used and is becoming a symbol of the city and in the fried fish has a lot to do with pre-Hispanic, indigenous and African traditions. 4 Soups, sancochos, meals that use mountain herbs that are of indigenous origin, but also seasoned meats.

Do you think that gastronomic tourism could contribute to diversifying the city's tourist offer? To what extent?

⁶To the maximum degree, because gastronomy moves the entire sensorial theme of the human being when smelling, seeing, tasting a dish, its flavors are known and remain in the memory of the human being. 3 Totally, because it would not only diversify it, but it would transform it.⁴ Yes, absolutely, what you diversify are the seasonal tourism segments, such as sun and beach.

What other sectors of the economy would benefit from the development of gastronomic tourism in the city?

¹The entire value chain benefits, including tourists. 2 The local economy and agriculture. 7 Especially agriculture, giving value to products that were previously only exported and are now an essential supply with quality of origin. 5 The entire value chain from the use of local products, their storage, distribution, sales or farmers' markets. 6 which boosts the economy, improves infrastructure, helps improve areas of the city. The quality of life of people around the gastronomic offer improves and suppliers also benefit, of course. 3 All those related to food production. 4 Well, mainly agroindustry.

What could be done from the academy to encourage the appropriation and knowledge of the city's culinary heritage?

¹ Research, gastronomic events, gastronomy programs that contribute to dissemination together with the guilds. 5 Making people (students) experiment, prepare and try so that through the senses and tasting they learn about typical dishes. 6 Investigate more on topics

of gastronomic identity and culinary heritage, a responsibility that also falls on the guild.
3 The new gastronomy program that the University of Magdalena is designing.

Conclusions

- The development of tourism is directly related to the competitive advantages of the territory, which, if properly exploited, can lead to a diversification of tourism through tangible and intangible resources or cultural heritage combined with an appropriate sustainable development plan. This is the case of countries that have understood and implemented projects that have allowed them to conserve and preserve the resources that make them unique compared to other territories, developing gastronomic itineraries based on representative products of the region, designing itineraries around these products. Turning markets into places full of history and culture, whose main objective is to show the variety of fish, meat, and fruit and vegetable products, and not only the raw material, but also the preparations derived from it, working on aspects such as the fusion of flavors and indigenous cultures.
- Santa Marta has essential qualities to encourage the development of sustainable gastronomic tourism to the point of offering it as an attraction at a national and international level due to its geographical location, variety of thermal floors, diversity of agricultural products (fruits, vegetables, spices) and livestock and cattle sector that together constitute a large food pantry. The University of Magdalena has designed and included the subject of sustainable gastronomic tourist routes and built the gastronomic laboratory where different preparations of traditional dishes are made with local products.
- From the public sector, the Santa Marta mayor's office, together with Acodres (Colombian Association of the gastronomic industry), has linked the annual sea festivals with the development of a traditional cooking festival where ancestral preparations predominate. Spaces such as the fish and seafood plaza and the popular food court have also been created. Likewise, it can be concluded that it is necessary to prioritize aspects such as good manufacturing practices (GMP), improvements to the structures or establishments where activities related to gastronomy are carried out, technicalization of processes, homogenization of typical dishes and therefore it is necessary to carry out research focused on rescuing and preserving the gastronomy of Santa Marta.

Conflict of interest

The authors declare that there is no conflict of interest in relation to the submitted article.

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